



A New Era in Online Interactive Multimedia Gives Birth to the

“Digital Producer”

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With each evolution of human communication the complexities have increased. From cave wall drawings to paper and ink, to radio, to telephone, to television, and now the internet. Each evolution had its challenges and complexities.

The internet today is more technically demanding with far more moving parts and is more difficult than television or radio. The opportunity today is for a company to have a “Digital Producer” with their outcome in mind to understand content, script writing, digital media and distribution. The knowledge will allow a company to understand the Internet and all the ancillary digital components of multimedia product for targeted distribution.

The Internet today is largely about user-generated content and social networking sites like YouTube.com, Google Video, Airwell Video, MySpace, Facebook etc. From a corporate content direction, it’s critical that a company has a “Digital Producer” or online interactive agency, like FastTrack™ Online Marketing, with content developers that understand paid storytelling. This today is the most essential part of capitalizing on the power of the Internet in corporate-approved user-generated content, ie; Viral Video.

Corporate-approved user-generated content can go virally out on the Internet and it is called Viral Video Marketing. Today, Viral Video Marketing can be tracked from a viewership perspective to understand bi-directional marketing. It can also be measured and used to categorize groups. The production and distribution of targeted viral videos are one of the best ways to get customer pre-analytics and post-analytics combined with profile data to create a whole new horizon of pre and post-analytics and current profile data statistics for understanding targeted site traffic.

Understanding keyword and phrase search will allow us to know where to target the media. First, you must have the keyword and phrase background, then you must know who and where the audience is, and finally you need to know where their interests lie. Then we can go out and test media in a corporate-controlled, user-generated content arena.

Videos are only one medium, although the hottest one today. It could be white papers, podcasts, audio or any number of informational mediums. It might even be gaming engines. Planning and timing of all these intricate elements to achieve growth on the Internet requires an organization with a background and knowledge of television, radio, and other such medias, to understand content development and the art of engaging the



audience. You must have a thorough understanding of media technology and the key is to understand the cross between art and science.

Because understanding just technology today doesn't mean that you understand the audience. The distinction between interested and interesting is the customer. The media has got to be interested in the customer's needs because they are just one click away from other content providers and today if you don't understand the audience or if you abuse the audience, you will lose the audience.

Audiences today are very fickle and you must listen to their input and weave a message into the premise that "people treat us the way we teach them". That critical element is how you develop longevity and stickiness on a website portal or social media platform.

One of the products FastTrack™ Online Marketing offers is the "C-10-VP" or the Corporate 10 Video Package. FastTrack™ will produce and distribute professionally targeted viral videos for your website portal or social media platform. To go viral requires four weeks to develop ten end to end videos that are subject-related to a specific subject and highly targeted. They can be posted on Facebook, YouTube, MySpace or any one of the hundreds of public social networks and/or your own unique corporate social network, which we highly encourage people to develop.

At the end of the day it's doing the same thing a traditional television producer would do. He/she would line up the camera crews, lighting crews, talent, script writers, Teleprompters and the hundreds of items that go into an award winning production. All this still needs to be done, but today the advantage is, distributing media is either free or hundreds of times cheaper than any traditional avenue. Effectively free in many cases. It's an adverse paradigm. In the old days, 90% of an ad budget went to buying media and 10% went to building the media and developing the content. Today it's far cheaper to create the media and in many cases it is little to no-cost to distribute for targeted, measurable, bi-directional tracking of the audience thru Viral Video.

Today we launch a whole new era of "Digital Producers" and today MORE Media Group, Inc./FastTrack™ Online Marketing and its "Team Unfair Advantage" offers these talents. www.fastrackonlinemarketing.com.

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